



Sarver Heart Center

FOR IMMEDIATE RELEASE: April 14, 2008

Contact: Jamie Morris, Phoenix Suns, jmorris@suns.com or 602-379-7915

Al Bravo, The University of Arizona, bravoal@email.arizona.edu or 602-827-2022

Daniel Stolte, The University of Arizona, stolte@email.arizona.edu or 520-626-4083

Great Photo Opportunity

*** * * MEDIA ALERT * * ***

SUNS, THE UNIVERSITY OF ARIZONA TO DEMONSTRATE NEW CPR TECHNIQUE

Developed at The University of Arizona Sarver Heart Center,

Phoenix Mayor Phil Gordon and The Suns Gorilla will demonstrate the new lifesaving technique

WHAT: The American Heart Association recently endorsed a substantial change in how cardio-pulmonary resuscitation (CPR) should be performed. Developed at The University of Arizona Sarver Heart Center in Tucson, the founding researcher will teach the new technique to **Phoenix Mayor Phil Gordon and The Suns Gorilla** on **Tuesday, April 15**, beginning at **12:00 NOON** at **US Airways Center**.

The new Compression-Only CPR is a hands-only technique, avoiding the need for mouth-to-mouth ventilation. This form of CPR results in delivery of a greater number of chest compressions with fewer interruptions to adults with out-of-hospital cardiac arrest. The technique also encourages individuals to initiate bystander CPR.

WHO: Phoenix Mayor Phil Gordon
Robert Sarver, Managing Partner, Phoenix Suns
Gordon A. Ewy, MD, Director of The University of Arizona Sarver Heart Center
Bentley Bobrow, MD, Medical Director for the ADHS Bureau of Emergency Medical Services (SHARE Program) and Emergency Physician at Mayo Clinic Scottsdale
The Suns Gorilla

WHERE: US Airways Center (Casino Arizona Pavilion)
201 E. Jefferson St.
Phoenix, AZ 85004

WHEN: Tuesday, April 15
12:00 NOON

INFO: Founded in 1986, the Sarver Heart Center is dedicated to the prevention and treatment of cardiovascular disease through the three pillars of research, education and patient care. The Center was renamed in recognition of the generous support of the Sarver family in 1998.

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